



*Office of Mayor Lawrence J.  
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## **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE:**

**CONTACT INFORMATION:**

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### **The City of Rockford Teams Up with “Know Sweat” for “Project Facelift”**

ROCKFORD- July 14, 2011- The City of Rockford Department of Community and Economic Development (CED) will team up with “Know Sweat,” a division of Christ in Youth out of Joplin, MO, to bring a sense of pride to the 400 block of Oakley Avenue.

The beautification effort, known as Project Facelift, is similar to HGTV’s “Curb Appeal”. The volunteers select one local home to receive focused rehab and then does street-side improvements on adjoining properties to spruce up the entire surrounding area.

This year’s project is a consolidated effort all within the 400 block of Oakley Street, which consists of 19 parcels. The focus property, 410 Oakley St., has already been completed via Community Development Block Grant rehab. However, the other 18 properties on Oakley will have work completed on them ranging from landscape removal and replacement, exterior painting, porch repairs, installation of new mailboxes, address markings, lawn edging, total block debris removal/clean-up, and trim replacement.. All of the improvements for Project Facelift are slated to take place from Monday, July 11<sup>th</sup> through Friday, July-15<sup>th</sup>.

This is the fourth year “Know Sweat” has come to Rockford as a summer work camp. To date, “Know Sweat” has worked on 37 properties in Rockford. The City and “Know Sweat” have also enlisted the help of the Rockford Police Department, Public Works Department, Neighborhood Network, Ellis Heights Weed and Seed, Master Gardeners, Heartland Community Church, and local residents.

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